

## **Abstract**

The bachelor's thesis „Social network Facebook as a part of marketing mix of retail chains“ explores the phenomenon of using Facebook social network for communicating with customers as a part of marketing mix of retail chains in the Czech Republic. In the theoretical part the thesis introduces basic terms such as marketing mix, its tools, social networks, the term customer service and introduces retail chains in the Czech Republic. This theoretical knowledge is then applied within the analytical part of the thesis, which is dedicated to quantitative analysis in own research of communication of retail chains in the Czech Republic on the social network Facebook. This analysis was carried out between September and October 2016 on a sample of 1,271 posts and examines in detail the sentiment of individual user's posts, percentage of answered posts and time-efficiency of the reactions. Obtained values are then compared to the size of each page's fan base, the communication of retail chains in other channels and other connections that could have an impact on number of posts are examined. The goal of the analytical part of the thesis is to evaluate the level and effectiveness of communication of selected retail chains on this rapidly expanding network.